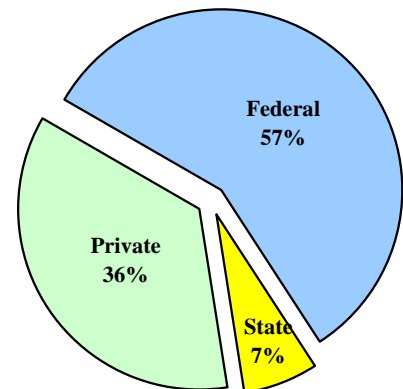


IRON COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	38,925	41,397	43,424	4.9%	9
Total Non-Ag Employment	14,783	15,809	16,801	6.3%	9
Non-Ag Avg Monthly Wage	\$1,835	\$1,913	\$2,056	7.5%	22
Per Capita Income	\$19,857	\$21,479	\$21,602	0.6%	25
Unemployment Rate	4.9%	3.8%	2.8%	-26.3%	24
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$144.1	\$147.2	\$133.0	-9.6%	9
Travel & Tourism Related Employment	2,842	2,801	2,533	-9.6%	9
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$4,822.8	\$4,986.2	\$4,521.1	-9.3%	9
Transient Room Tax	\$482.9	\$531.7	\$548.9	3.2%	9
Restaurant Tax	\$368.9	\$407.4	\$465.5	14.3%	8
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$456.5	\$597.1	\$673.9	12.9%	9
REGIONAL VISITATION COUNTS					
I-15 UT/AZ Traffic Count	7,586,525	7,971,600	8,004,450	0.4%	
Zion N.P.	2,674,162	2,586,659	2,514,490	-2.8%	
Bryce Canyon N.P.	987,250	1,017,680	890,673	-12.5%	
Quail Creek S.P.	164,945	165,702	108,482	-34.5%	
Cedar Breaks N.M.	516,329	505,046	453,382	-10.2%	
Grand Staircase-Escalante N.M.	649,232	613,228	695,866	13.5%	
Snow Canyon S.P.	287,132	200,562	255,643	27.5%	
Utah Shakespearean Festival	139,142	135,482	140,000	3.3%	
Minersville S.P.	NA	NA	NA	NA	
Iron Mission S.P.	17,139	13,176	18,498	40.4%	

Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	2,112,651	100.0%
Federal Government	1,215,132	57.5%
BLM	963,303	45.6%
US Forest Service	242,978	11.5%
National Parks	8,851	0.4%
National Wildlife Refuge	--	--
Other •	--	--
State Government	141,025	6.7%
Utah State Parks & Recreation	231	0.0%
Utah State Wildlife Reserves	8,069	0.4%
State Trust Lands	132,725	6.3%
Other ••	--	--
American Indian	2,503	0.1%
Private*	754,198	35.7%

Land Ownership - 2006



- Includes Military and Bankhead Jones land
- Includes State Sovereign and UDOT land

*May include some local government land

Iron County Tourism Profile

